



SCANIA

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TRUCKS



BUSES



ENGINES



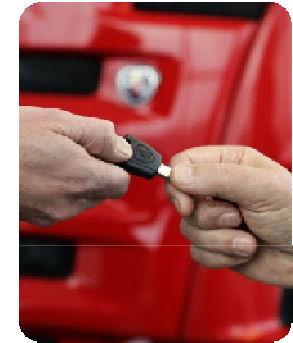
SPARE PARTS

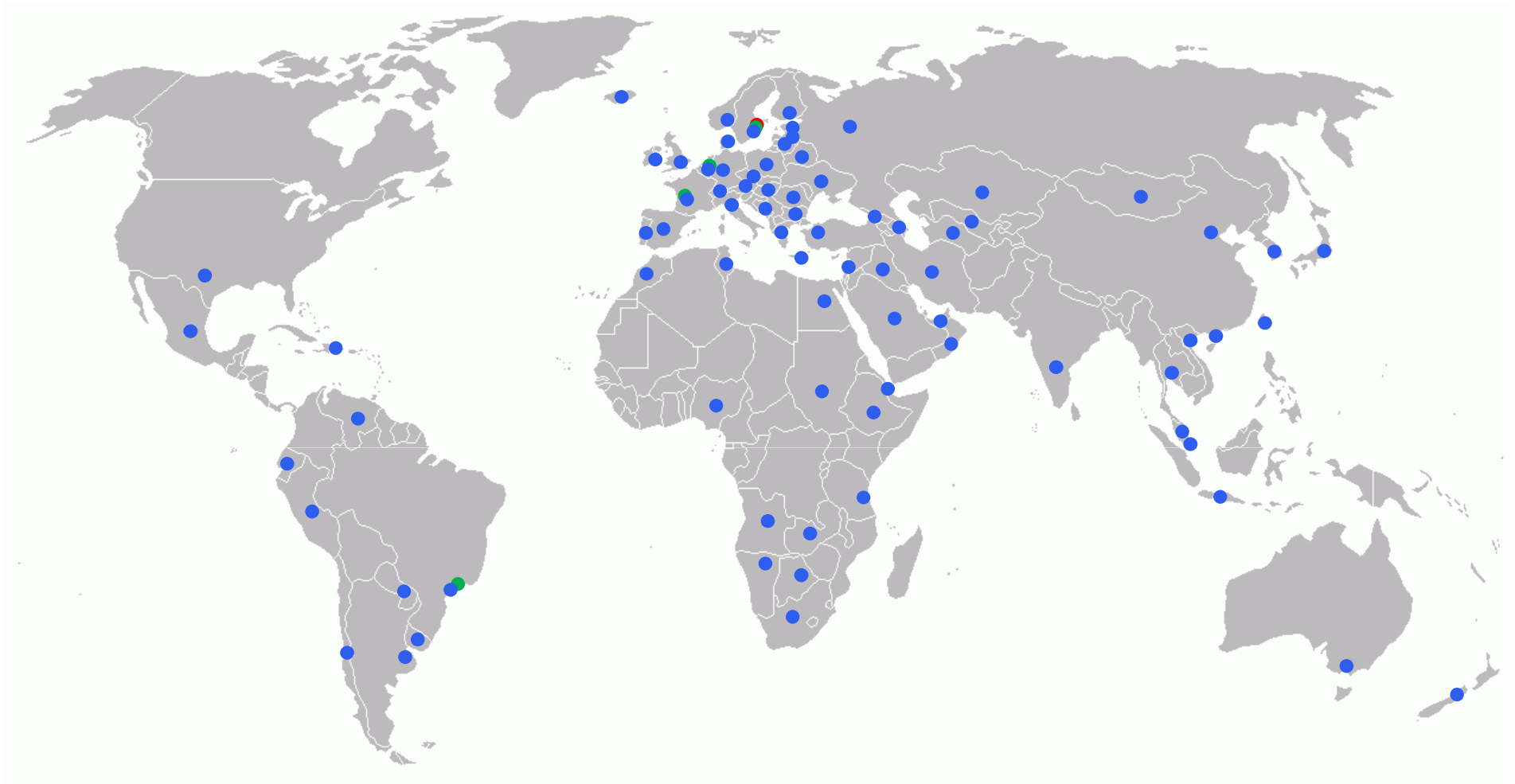


SERVICES



FINANCING





Customer Demand driven improvement work

Product Requests

Technology Development

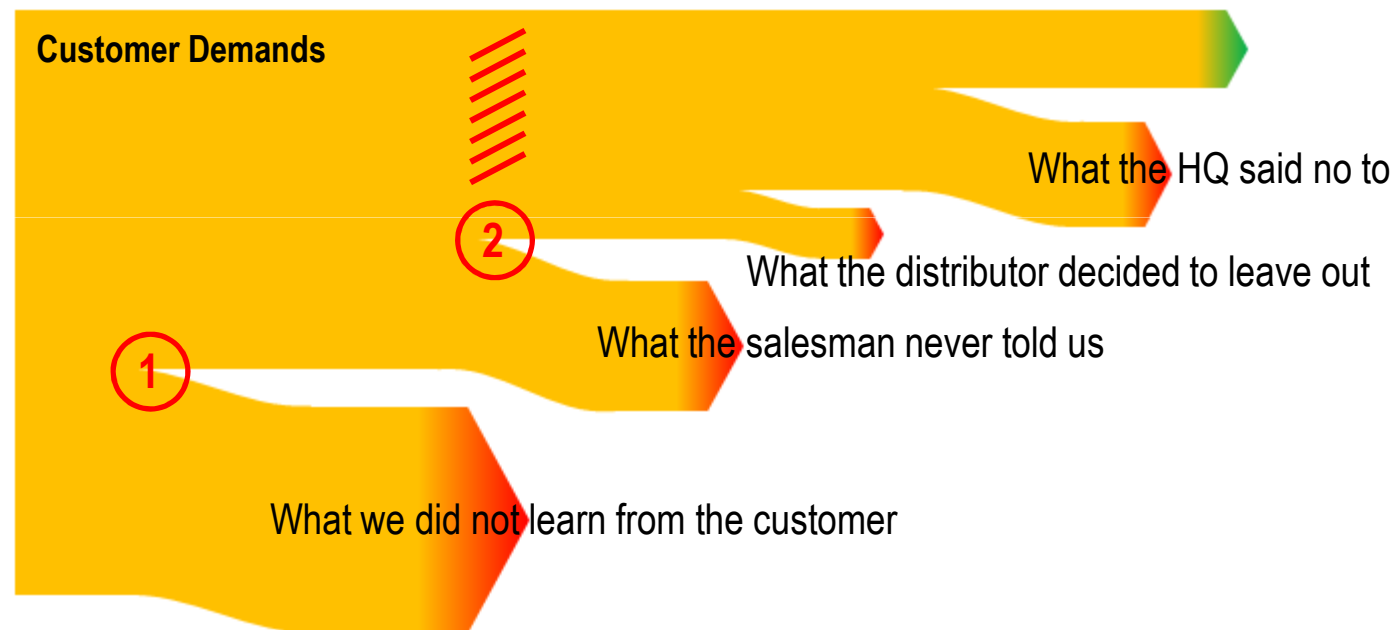
Legal Requirements

Customer Demands

*We cannot handle everything.
Key is to "loose" the right
things.*

Challenges:

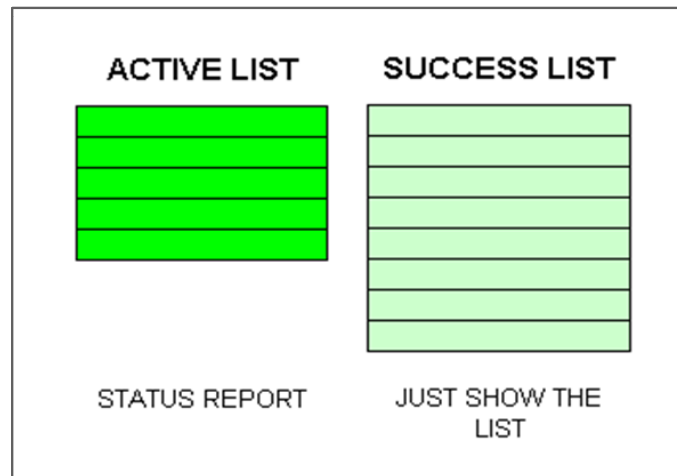
1. Make the salesman discuss requests instead of avoiding them
2. Make the salesman tell you the most relevant requests



Challenges:

1. Make the salesman discuss requests instead of avoiding them
Trust – The record of success
2. Make the salesman tell you the most relevant requests
Iteration – ask again and again...

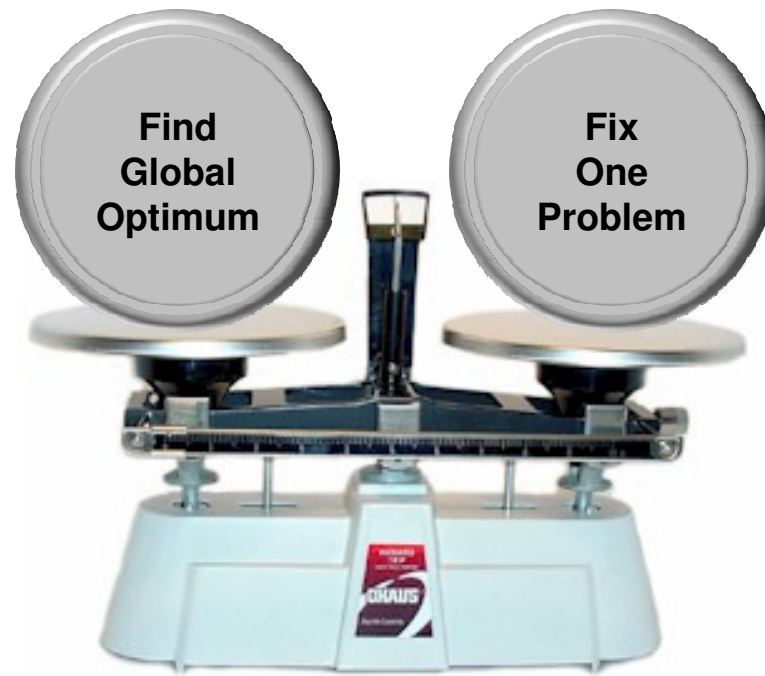
Experiment: *Simple paper lists. Every salesman meeting.*



OK, “Field” information is improved.

How do we make the best out of it at R&D?

***Before we change any methods,
we need to start with our common principles.***



*Improvements and methods are derived from common **principles***

Digital information exchange



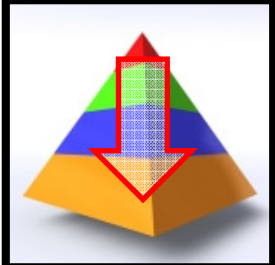
Universal solutions



Plan



Inside-out



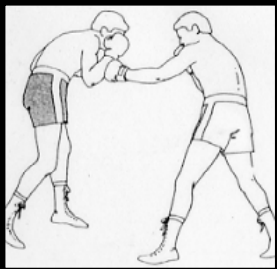
De-couple and optimise



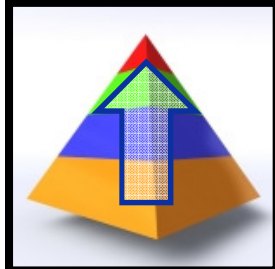
Direct human interaction



Small steps



Adjust



Outside-in



Integrated flow

3 *examples of experimental improvement work*

- 1.** Opening up the R&D “express lane”: → DOL Top-1
- 2.** Weekly phone conference for feasibility trucks: → SRIG
- 3.** Quarterly request and project review: → PRM

1. Opening up the R&D “express lane”:

→ DOL Top-1



2. Weekly phone conference for feasibility trucks: → SRIG

Demand prediction



Build and test customer demand



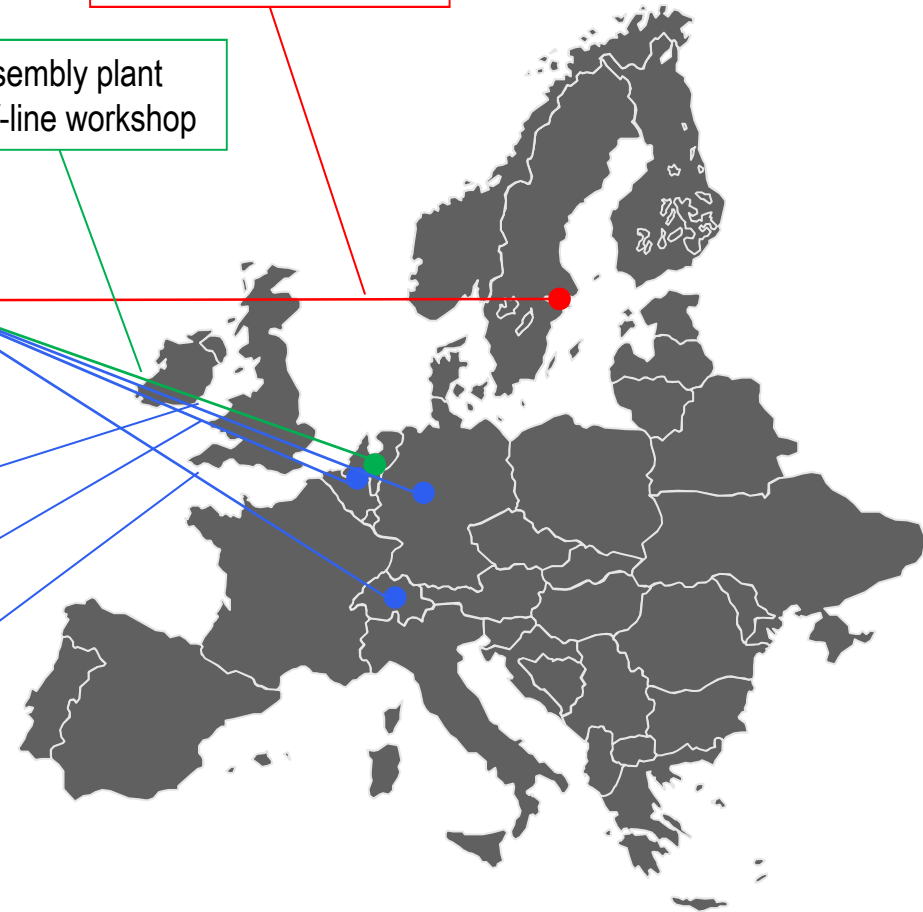
Special vehicles design

Assembly plant end-of-line workshop

Benelux distributor

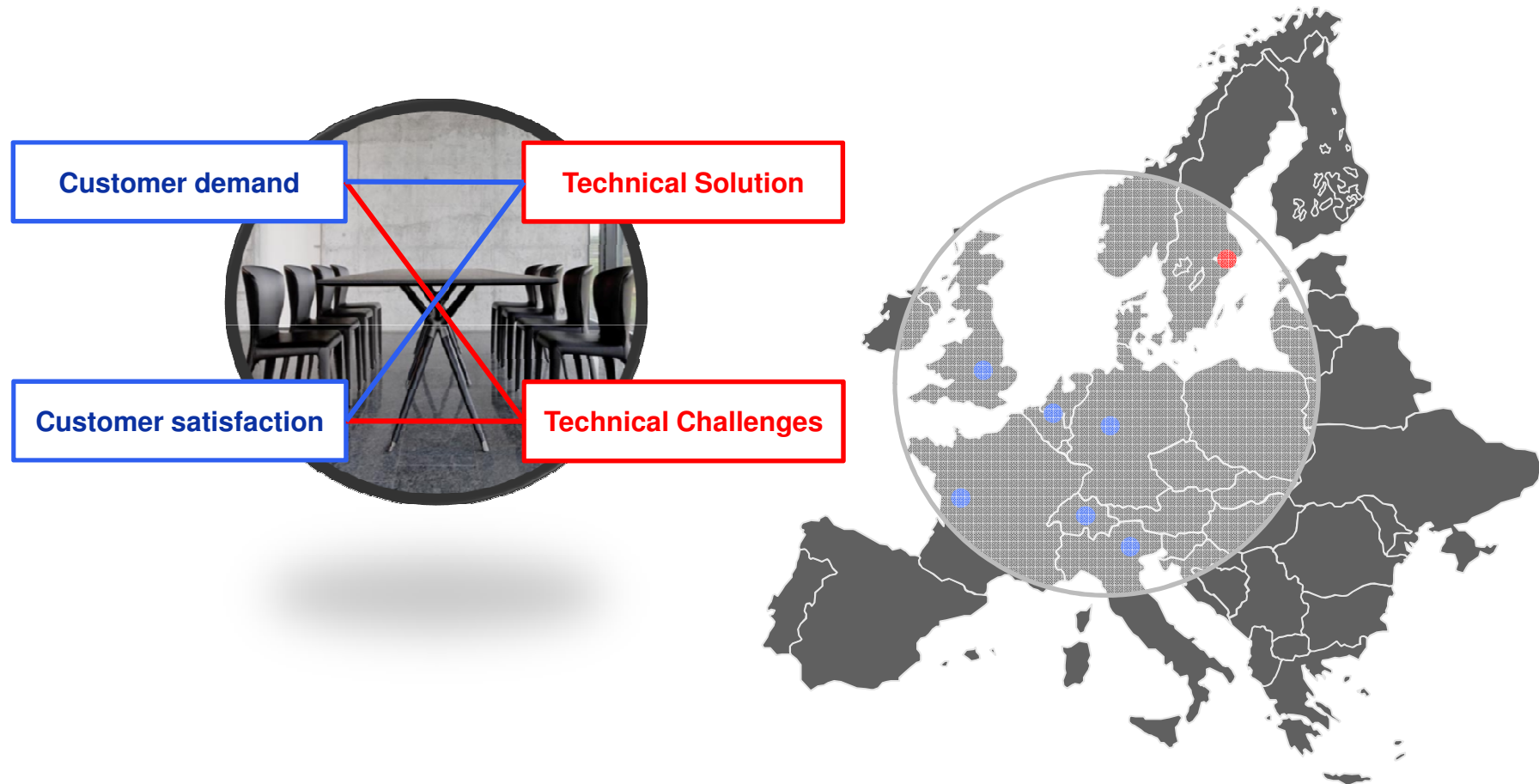
DE/AT distributor

Swiss distributor



3. Quarterly request and project review:

→ PRM



Summary

1. Development priorities close to the "source" (not at HQ)
2. Small-scale experiments to test ideas (no large analysis)
3. Improve in small steps (no giant leaps)
4. Cut filters for direct interaction (not too long chains)
5. Common set of principles (not only methods)



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Thanks for listening